

**AMENDMENTS TO THE CLAIMS**

1. (Currently amended) A method comprising:

finding a first link in a first page to a reciprocal site;  
determining a reciprocal page based on the first link; and  
receiving an edit reciprocal link option and a selected section of a first page from  
a user interface;

adding at least one reciprocal tag to the first page based on the edit reciprocal link  
option and the selected section of the first page, wherein a first link to a reciprocal site is  
in the selected section, and wherein the at least one reciprocal tag identifies the selected  
section that includes the first link;

finding the at least one reciprocal tag in the first page;

finding a reciprocal page based on the at least one reciprocal tag, wherein the  
reciprocal page is at the reciprocal site, wherein the finding further comprises finding a  
record based on the reciprocal tag that identifies the reciprocal page;

determining whether a reciprocal link exists in the reciprocal page to the first  
page; and

if the reciprocal link does not exist, determining an action based on a user-  
interface option.

2. (Original) The method of claim 1, further comprising:

if the reciprocal link does not exist, issuing a warning.

3. (Original) The method of claim 1, further comprising:

if the reciprocal link does not exist, removing the first link from the first page.

4. (Canceled)

5. (Canceled)

6. (Currently amended) An apparatus comprising:

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~~means for finding at least one reciprocal tag in a first page, wherein the at least one reciprocal tag is associated with a first link to a reciprocal site;~~

~~means for finding a reciprocal page based on the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site; and~~

means for receiving an edit reciprocal link option and a selected section of a first page from a user interface;

means for adding at least one reciprocal tag to the first page based on the edit reciprocal link option and the selected section of the first page, wherein a first link to a reciprocal site is in the selected section, and wherein the at least one reciprocal tag identifies the selected section that includes the first link;

means for finding the at least one reciprocal tag in the first page;

means for finding a reciprocal page based on the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site, wherein the finding further comprises finding a record based on the reciprocal tag that identifies the reciprocal page;

means for determining whether a reciprocal link exists in the reciprocal page to the first page; and

means for determining an action based on a user-interface option if the reciprocal link does not exist.

7. (Original) The apparatus of claim 6, further comprising:

means for issuing a warning if the reciprocal link does not exist.

8. (Original) The apparatus of claim 6, further comprising:

means for removing the first link from the first page if the reciprocal link does not exist.

9. (Original) The apparatus of claim 6, further comprising:

means for removing the first link from the first page if the reciprocal link does not exist and a number of times the reciprocal link has not existed exceeds a threshold.

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10. (Canceled)

11. (Currently amended) A ~~storage~~signal-bearing medium encoded with instructions, wherein the instructions when executed comprise:

~~adding at least one reciprocal tag to a first page based on a selected section of the first page, wherein a first link to a reciprocal site is in the selected section;~~

~~finding the at least one reciprocal tag in the first page in response to a request to publish the first page;~~

~~finding a reciprocal page based on the finding the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site; and~~

~~receiving an edit reciprocal link option and a selected section of a first page from a user interface;~~

~~adding at least one reciprocal tag to the first page based on the edit reciprocal link option and the selected section of the first page, wherein a first link to a reciprocal site is in the selected section, and wherein the at least one reciprocal tag identifies the selected section that includes the first link;~~

~~finding the at least one reciprocal tag in the first page;~~

~~finding a reciprocal page based on the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site, wherein the finding further comprises finding a record based on the reciprocal tag that identifies the reciprocal page;~~

~~determining whether a reciprocal link exists in the reciprocal page to the first page; and~~

~~determining an action based on a user-interface option if the reciprocal link does not exist.~~

12. (Currently amended) The ~~storage~~signal-bearing medium of claim 11, further comprising:

issuing a warning if the reciprocal link does not exist.

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13. (Currently amended) The ~~storage~~~~signal-bearing~~ medium of claim 11, further comprising:

removing the first link from the first page if the reciprocal link does not exist.

14. (Currently amended) The ~~storage~~~~signal-bearing~~ medium of claim 11, further comprising:

removing the first link from the first page if the reciprocal link does not exist and a number of times the reciprocal link has not existed exceeds a threshold.

15. (Currently amended) The ~~storage~~~~signal-bearing~~ medium of claim 11, further comprising:

removing the first link from the first page if the reciprocal link does not exist and a length of time that the reciprocal link has not existed exceeds a threshold.

16. (Currently amended) A server comprising:

a processor; and

a storage device encoded with instructions, wherein the instructions when executed on the processor comprise:

receiving an edit reciprocal link option and a selected section of a first page from a user interface,

adding at least one reciprocal tag to the ~~first~~ first page based on the edit reciprocal link option and the ~~selected~~ selected section of the first page, wherein a first link to a reciprocal site is in the selected section, and wherein the at least one reciprocal tag identifies the selected section that includes the first link,

finding the at least one reciprocal tag in the first page,

finding a reciprocal page based on the at least one reciprocal tag, wherein the reciprocal page is at the reciprocal site, wherein the finding further comprises finding a record based on the reciprocal tag that identifies the reciprocal page,

determining whether a reciprocal link exists in the reciprocal page to the first page, and

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if the reciprocal link does not exist, determining an action based on a user-interface option.

17. (Original) The server of claim 16, wherein the action further comprises:  
issuing a warning if the reciprocal link does not exist.
18. (Original) The server of claim 16, wherein the action further comprises:  
removing the first link from the first page if the reciprocal link does not exist.
19. (Original) The server of claim 16, wherein the action further comprises:  
removing the first link from the first page if the reciprocal link does not exist and  
a number of times the reciprocal link has not existed exceeds a threshold.
20. (Original) The server of claim 16, wherein the action further comprises:  
removing the first link from the first page if the reciprocal link does not exist and  
a length of time that the reciprocal link has not existed exceeds a threshold.

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